

**EAST Search History****EAST Search History (Prior Art)**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	15	(( cluster\$3 segment\$3) same geographic\$4 same demographic\$4 same (advertisement advertising marketing target\$3)).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:28
L2	7	(( cluster\$3 segment\$3) same geographic\$4 same demographic\$4 same (advertisement advertising marketing target\$3)).ab.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:28
L3	15115	:2 adn 1	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:29
L4	1	:2 and 1	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:29
L5	270	(( cluster\$3 segment\$3) same geographic\$4 same demographic\$4 same (advertisement advertising marketing target\$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:35
L6	77	5 and 705/14.\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:35
L7	21	5 and (estimat\$3 same (ratio fraction))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:36

L8	8	7 and (@pd< "20030922" or @ad< "20030922" or @rlad< "20030922" or @prad< "20030922")	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:42
L9	0	8 and ((estimat\$3 same (ratio fraction)) same (decision decid \$3 determination determin \$3))	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:45
L10	10	7 and ((estimat\$3 same (ratio fraction)) same (decision decid \$3 determination determin \$3))	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:45
L11	6	(US-20100131284-\$).did. or (US-7533038-\$ or US-6839682-\$ or US-7363308-\$ or US-7165037-\$ or US-6430539-\$).did.	US_PGPUB; USPAT	OR	ON	2010/08/06 22:51
L12	2	11 and 705/14.\$.ccls.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:51
L13	2	12 and database	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:52
L14	41	"20010014868"   "20010049620"   "20020087384"   "20040143502"   "20040172267"   "20070078869"   "4961089"   "5774868"   "5832457"   "5930764"   "5999914"   "6055513"   "6073112"   "6073112"   "6119099"   "6334110"   "6430539"   "6839682"   "6925441"   "7107225"   "7653594").PN.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:54
L15	4	("20010014868") or ("20040243468")).PN.	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/06 22:55

L16	43	14 or 15	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:55
L17	4	16 and (( cluster\$3 segment \$3) same geographic\$4 same demographic\$4 same (advertisement advertising marketing target\$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:56
L18	0	16 and (( cluster\$3 segment \$3) same geographic\$4 same demographic\$4 same (advertisement advertising marketing target\$3)).clm.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:56
L19	4	17 and 705/14.\$.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:56
L20	4	17 and (@pd<"20030922" or @ad<"20030922" or @rlad<"20030922" or @prad<"20030922")	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:57
L21	0	20 and ((estimat\$3 same (ratio fraction)) same (decision decid\$3 determination determin\$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:57
L22	2	20 and (estimat\$3 same (ratio fraction))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:57
L23	2	20 and (estimat\$3 same (ratio fraction proportion\$2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 22:58
L24	7	16 and ( geographic\$4 same demographic\$4 same (advertisement advertising marketing target\$3))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:01

L25	6	24 and (@pd< "20030922" or @ad< "20030922" or @rlad< "20030922" or @prad< "20030922")	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:01
L26	2	25 and (estimat\$3 same (ratio fraction))	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:02
L27	65	705/14.\$.cls. and ((estimat\$3 same (ratio fraction)) same (decision decid\$3 determination determin\$3))	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:18
L28	25	27 and (@pd< "20030922" or @ad< "20030922" or @rlad< "20030922" or @prad< "20030922")	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:18
L29	4	28 and ( geographic\$4 same demographic\$4 )	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:19
L30	2	29 and (retailer shop)	US_PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/06 23:29

8/6/10 11:37:02 PM

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